

# Clear Channel Renews Long-Term Advertising Contract with Major European Airport

## Digital Signage Showcase to Be Developed at One of Europe's Fastest Growing Airports

PHOENIX--(BUSINESS WIRE)--

Clear Channel Outdoor, the world's leading marketer of airport advertising, has renewed its advertising concession at Gardemoen, the major airport serving Oslo - Norway's capital city. The new, long-term contract is effective from 1 January 2008 and will involve the installation of innovative, contemporary display concepts, including digital signage.

Oslo's Gardemoen airport is one of the fastest growing in Europe with passengers increasing by approximately 11% every year for the past three years. During 2007, 19 million passengers will pass through the airport, 50% of whom are business travellers.

"Retaining the Oslo contract was a key objective for our airport business in 2007," said Paul Meyer, Global President and Chief Operating Officer of Clear Channel Outdoor. "In conjunction with the rollout of our digital offering at our European flagship airport in Zurich, Switzerland, this renewal significantly strengthens our airport digital strategy worldwide."

Clear Channel Norway has held the primary advertising contract at Gardemoen since January 2003. Under the new contract, the company will invest in a radical update of signage at the airport, utilising modern technology to optimise advertising effectiveness while minimising visual clutter. Advertisers will be able to more effectively target key business decision-makers during their extended dwell times in this captive environment.

Pal Arne Gr0ttem, General Manager of Clear Channel Norway, said: "Our new state-of-the-art digital offering will be a showcase for digital signage in European airports. We look forward to growing the advertising business in partnership with Gardemoen airport."

Clear Channel Outdoor is the world's largest airport advertising operator with a total of some 300 airports in the US, Europe and Asia. Globally, Clear Channel airports provide 1.5bn targeted advertising exposures annually.

### About Clear Channel Outdoor

Clear Channel Outdoor (NYSE: CCO) is the world's largest outdoor advertising company with over 973,000 displays in more than 60 countries across 6 continents. In the United States, the company operates over 167,000 advertising displays and has a presence in 49 of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square.

Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. More information may be found by visiting [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).

Source: Clear Channel Outdoor